

Blue Bird
SHOES for CHILDREN
at
R & S
Shoe Store

MARCH
of
COMICS

Roy Rogers



THERE'S HAPPINESS A-FOOT IN



There are "miles of wear" in every pair of these smartly styled Nationally Advertised Shoes for growing youngsters.

Value-wise mothers and dads appreciate their Low Price!



Roy Rogers

KING OF THE COWBOYS IN A TEST OF COURAGE

AS ROY ROGERS
OVER TRIGGER
BECK NEAR THE
NELSON SPRING,
SUDDENLY...

HELLO, THERE! YOU
WORKING FOR MR. NELSON?
I DIDN'T KNOW HE WAS
CUTTING DOWN HIS
COW FENCE!

BLAST TH'
MEECHER!

ROY ROGERS (REGISTERED SERVICE MARK, No. 541,111). Published by F. W. Publications, Inc., Philadelphia, Pa. Copyright, 1950, by Roy Rogers Enterprises. Printed in U.S.A. Designed and produced by Western Printing & Lithographing Co. Names for places and items are authorized for use in such names, forms, characters, names, characters, designs, and illustrations reproduced in this publication are strictly temporary and illustrative and no identification with actual persons, living or dead, is intended or should be inferred.





























BOBBY! IT'S
ME, BOB
ROBERTS!

BOB! GOSH, I NEVER
EXPECTED TO SEE
YOU HERE! BOB!
WE CAN HOLD
OFF THOSE
CROOKS!



BOBBY!

WE'RE NOT SURE, YET,
BOBBY! THERE ARE SIX LEAD-
SLINGERS OUT THERE
SHOOTING FOR THE TWO
OF US!



I REMEMBER EVERYTHING
YOU SAID TO ME, BOB!
IF WE CAN HOLD
ON OUT!



"THIS WILL KEEP
THOSE 'HORSES'
AWAY, DON'T IT?"



"HOW CAN WE HOLD
THEM OFF MUCH
LONGER WITHOUT
HELP? I'M GETTING
LOW ON
AMMUNITION."

"ROBERT, I HAVE A WAY
TO FORCE THEM OUT
IN THE OPEN, BUT---
THEY'VE GOT TO PLAY
A BIG PART IN THIS."



"WHAT IS IT,
ROY?"

"THE FIRST STEP IS FOR ME TO REACH
THAT CORRAL OF HORSES WITHOUT
BEING SEEN! YOU'VE GOT TO FIRE
AT THE ONLOOKERS AND KEEP YOUR
SHOTS CLOSE ENOUGH TO THEIR
HEADS TO KEEP 'EM DOWN!'
THE REST IS UP TO ME!"



"GODDAM, ROY, YOU'RE
TAKING AN AWFUL
CHANCE! THE
HORSES GOT
FULL!"

"I'M COUNTING ON YOU,
ROBERT! YOU CAN
DO IT!"



























SANTA HAS DELIVERED
TWO PACKAGES TO
SOMEONE WHOSE NAME
IS ON THE BOXES. IF
YOU WANT TO FIND OUT
WHO HE IS, FOLD THE

PAGE ALONG LINE
'A' AND THEN FOLD
BACK ON LINE 'B'.



SEE LAST PAGE.



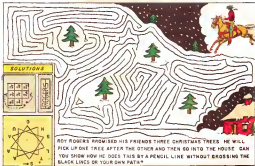
BOY WISHES TO
CONNECT THE LITTLE
STARS AT THE SIDE
OF THE LETTERS
WITH TEN STRAIGHT
LINES SO THAT THE
LETTERS FORM ONE BIG
STAR. CAN YOU HELP
HIM? START AT THE

TOP LETTER'S AND TRY TO SPELL
OUT THE NAME SANTA CLAUSE AND
THEN GO BACK TO WHERE YOU STARTED
BE SURE TO MAKE STRAIGHT LINES, AND
NEVER CROSS ANY OF THE LITTLE
CHRISTMAS TREES (SEE LAST PAGE)

CAN YOU FIND A STALL FOR THE DEER?



SANTA AND BOY ROGERS HAVE A PROBLEM. THE SEVEN DEER HAVE STALLS, BUT ONE UNHAPPY DEER HAS NONE. CAN YOU REAR RANGE THE SIDES OF THE STALLS SO THAT ALL THE EIGHT DEER HAVE THEIR OWN STALL. MOVE ONLY TWO SIDES, AND NO MORE? TRY IT OUT USING BB TOOTH-PICKS FOR THE SIDES, AND PENNIES FOR THE DEER.



Built for Wear and Ready for Action!



Madison Squares are designed to please you
Young Men who know the score when it comes
to sharp styling . . . and to please you thrifty
parents who know and appreciate Real Value
when you see it.

COMPARE "MADISON SQUARE". Everybody agrees they're . . .

Knockouts for Value!



Blue Bird

SHOES for CHILDREN